

## Sustainable Innovation 2019

*Road to 2030: Sustainability, Business Models, Innovation and Design*

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**David Banfield, Executive Director and Group Chief Executive Officer,  
Methven Limited, UK**

David started his career in retail at J Sainsbury plc before moving to various sales and marketing roles at world filtration market leader Brita. David led their UK and Irish business for 11 years and then moved to become their Global Commercial Director based in Germany.

He joined Methven in January 2014 as Group CEO with the specific aim of leading a turnaround of the business that had seen five years of top and bottom line decline. Methven is a 130-year old NZ-listed Kiwi business with revenues of \$100 million, and operations in New Zealand, Australia, China and the United Kingdom. At a very early stage, the team redefined the Methven cause to be - *"The unrelenting pursuit of amazing water experiences that don't cost the earth"*, therefore putting sustainable design and circularity at the heart of the business strategy. There have been many initiatives to reduce Methven's carbon footprint (including implementing a Green Car policy, Electric Vehicles, water recycling, and air filtration), but the main work is just beginning, with the team actively choosing materials that are recyclable and from more sustainable sources, and enhancing manufacturing processes to better support that goal.